

# 2013 Co-Op Advertising

▶ Place YOUR AD on Hamburgpa.org!

## 2012 Statistics

201,523 page views

64,383 visitors

5,365 visitors on average per month

## RATES

### Front Page "Featured Business"

Highlight your business on the front page of [www.hamburgpa.org](http://www.hamburgpa.org) with a featured banner across your image.

Categories available:

>Attractions >Dining >Lodging

In addition, your business will also be highlighted at the top of the respective category front page with a featured banner.

### Front Page "Rotating Ad"

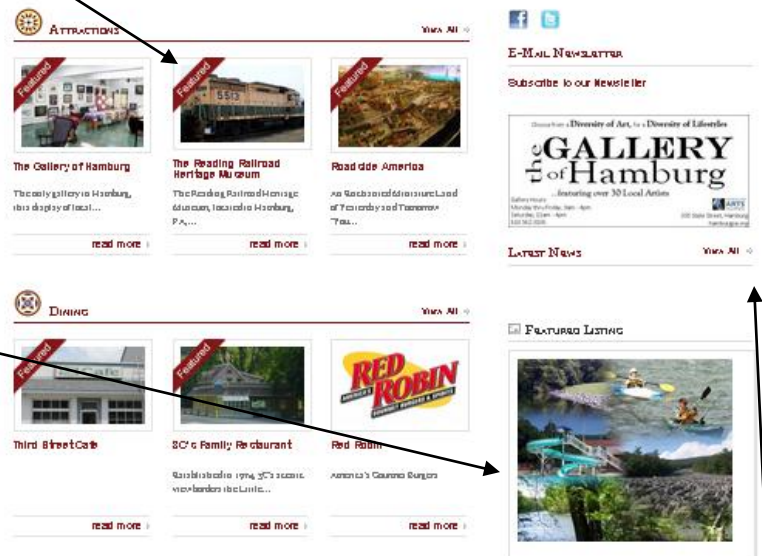
Place an ad for a promotional offer, coupon, special event, or other ad in the rotating box, linked to your website or a website of your choice. There are 5 ad spaces available. Ad size is approximately 3.5" by 3".

### Ad on Category Pages

Place an ad on the sidebar in a category page relevant to your business. Ads will be business card size. See Front Page "Constant Ad" for an example of the type of ad.

Categories available:

>Attractions >Visit (Lodging) >Recreation >Dining >Shopping  
>Services >Community >Arts >Events



## **\*\*\*INTRODUCTORY RATES\*\*\***

**Member Rate** - ALL above ads are \$150 for 3 months OR \$275 for 6 months

**Non-Member Rate** - ALL above ads are \$250 for 3 months OR \$375 for 6 months & includes a year membership to Our Town Foundation. Please also complete membership form.

\*All ads are available on a first come, first serve based on availability

### Front Page "Constant Ad"

Place an ad for a promotional offer, special events, coupon, or other ad in this box. Ads are business card size and will link to your website or a website of your choice.

#### Rates:

\$150 per month for members of Our Town Foundation

\$175 per month for non-members of Our Town Foundation

# ► Place YOUR AD in the 2013 Event Schedule!

**15,000 Brochures distributed each year:**

- \$700.....ONE FULL Page, 8" x 3.5"
- \$500.....1/2 Page, 4" by 3.5"
- \$300.....1/4 Page, 2" by 3.5"
- \$25.....List an Event\*

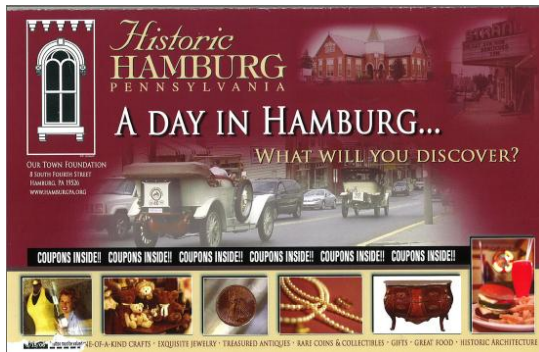


*\*Events must be located within the Hamburg Area School District to be listed in the guide*

Rates are the same for members and non-members of Our Town Foundation

# ► Spring Coupon Direct Mailer

**Mailed to 3,800 homes within 3 miles of the downtown**



Put your coupon right in the mailbox of every home within 3 miles of the Hamburg business district. Set your own expiration date on this cardstock folded coupon mailer. Mailer will be delivered in mid-April.

\$79 per ad..... for members of Our Town Foundation

\$99 per ad..... for non-members of Our Town Foundation

Co-Op Advertising through [www.hamburgpa.org](http://www.hamburgpa.org)

and other advertising opportunities is provided by:



335 State Street, Hamburg PA 19526 610-562-3106

[www.hamburgpa.org](http://www.hamburgpa.org)

# 2013 Ad Registration Form

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

**Yes, I'd like to advertise on Hamburgpa.org!**

Check months desired (first come first serve basis)

April, May June     July, Aug, Sept     Oct, Nov, Dec

Front Page "Featured Business" .....\$150 for 3 months for OTF members  
\$250 for 3 months for non-OTF members\*

*Check your business category:*    Attractions    Dining    Lodging

Front Page "Rotating Ad" .....\$150 for 3 months for OTF members  
\$250 for 3 months for non-OTF members\*

Ad on Category Pages.....\$150 for 3 months for OTF members  
\$250 for 3 months for non-OTF members\*

*Check your business category:*

Attractions    Visit (Lodging)    Recreation    Dining    Shopping  
 Services    Community    Arts    Events

Check months desired (first come first serve basis)

April    May    June    July    Aug    Sept    Oct    Nov    Dec

Front Page "Constant Ad" .....\$150 for 1 month for OTF members  
\$175 for 3 months for non-OTF members

\*Non-members rates include a membership to Our Town Foundation. Please fill out accompanying membership form. Once a membership status is attained, the business is eligible for a full list of membership benefits as well as discounted ad rates for the remainder of 2013.

**Yes, I'd like to advertise in the 2013 Event Schedule!**

- \$700.....ONE FULL Page, 8" x 3.5"
- \$500.....1/2 Page, 4" by 3.5"
- \$300.....1/4 Page, 2" by 3.5"
- \$25.....List an Event

**Yes, I'd like to place a coupon in the Spring Coupon Direct Mailer**

- \$79 Member Rate                       \$99 Member Rate

COUPON OFFERED (include desired expiration date or assume 4 weeks after mail date):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please include form and payment in enclosed envelope and return no later than Feb. 20<sup>th</sup>.**

**Space is limited, and ads will be considered according to when payment is received.**